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"Learning at the Garden Show"
Peterborough Garden Show



"What's cooking in Norfolk County?"
Eat Drink Norfolk

"Are We There Yet?"

By Gary McWilliams, *the Festival Nomad*

I keep thinking about what kids ask their parents when they are out travelling... "Are we there yet?". With Spring almost here and the winter weather still with us, I keep asking myself... "Are we in Spring yet?" While the weather outside tells me a *resounding* "no", a little voice inside me says "yes"! It's hard to argue with the snow on the ground and the sometimes bitter winter cold, but the "little" voice is loud and clear... "Don't worry, Spring is close by, so start planning for the Spring festival season." After all aren't there a horde of Maple Syrup Festivals taking place right now? I know our friends at the *McLean Berry Farm* (Buckhorn) are well into the season. I haven't talked with either Sam or Erin, so I'm not up-to-date on what's happening, but I am sure that they are coping with Mother Nature! The folks at the *Peterborough Garden Show* have been planning their Garden Show for a long time and *IlluminAqua* (Welland) is holding an unveiling of this season's artist line-up, so I'm sure that they all know that Spring is just around the corner! Still, the weather... we haven't seen weather like this in a long time. It's got to get better, RIGHT! I know, take a deep breath and relax! **BOY**, I think that that helped! I can hear the birds singing right now (almost, it's my "bird" clock telling me it's lunch time!)... the sun is shining! Daylight savings time is here!!! Judi is telling me we need to get out more!!! But my "little" voice still asks... "Are we there yet!"

Following My Own Advice...

Over the past 7 years of visiting Ontario's great festivals and events, my biggest *pet peeve* has been the lack of "Directional" signage, both outside and inside the event. Over the years I have pleaded with organizers to do this. Many have and I hope that they have reaped the benefits of this practice! Much to my horror and embarrassment, I have now fallen into this same omission! Not with an event, but with our own Ontario Visited websites! In redesigning our websites, I overlooked this most important rule! Tell your visitors where to go and how to get there and once inside tell them what's happening. My mistake was patiently pointed out to me when a customer tried to find an article that I had written about her event. She couldn't find it and even when I tried to explain how to find it, we both had difficulty! Believe me, this was NOT what I had planned! As I said, I was most embarrassed and resolved to correct my error.

Please see *Following My Own Advice ...* on page 2

Following My Own Advice... from page 1

As a result, I immediately added a "search" button. This helped somewhat, but I wanted to do more. When we decided to update the websites, I wanted to incorporate the Ontario Government's RTO (Regional Tourist Organizations) areas into our websites. I had hoped that this would make finding our event articles easier and more meaningful. The Ontario map was meant to do this. It's divided into 13 RTO areas. Unfortunately the maps seemed to add to the confusion. While the maps are still there and can be used to locate areas and articles, I have added a new "entry page" for each website. The "entry page" includes a top row of buttons that link you directly to each of our 6 *Specialized Tourism Websites*. In the second row of buttons, there are 3. The first button leads you to the websites Ontario Region Map, the second give you Direct Access to the article link page and the third button links you to the Ontario Governments Regional Tourism Website. The final row contains just one button. This takes to our Ontario Event Information link page. From this page you can find such things as our Ontario Event Calendar, our Ontario Event Finder (search engine), our Ontario Event News, Banner Advertising Information, the Festivals & Events Ontario (FEO) Top 100 Festivals and Events List, the 2014 Ontario Governments Celebrate Ontario Funding List, our INSIDER Newsletter archives and much more. Judi and I have always tried to present the best product possible and are always looking to improve. If, when you visit one of our websites, you find something that you'd like to see changed or corrected, please let us know. We definitely want and need your input.

Festival Nomad's Report...

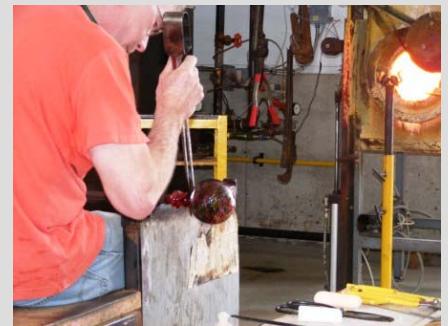
In February Judi and I and Carol Law (*VolunteersCan.ca*) attended the Ontario Association of Agricultural Society's (OAAS) annual convention. At the convention we were privileged to present a seminar on "Promoting Your Fair". We were pleased to see a standing crowd of approximately 70 convention attendees. The fairs that they represented ranged from the large to the very small. All had one thing in common, they wanted to present the best fair possible. We were very grateful to Andy Letham, Manager of the Lindsay Exhibition, for allowing us to show a portion of Judi's video interview with him. His knowledge was very much appreciated by all who attended. We also hosted our Ontario Visited trade booth at the convention and happy to meet old and new friends. The OAAS is a wonderful organization that represents its 220+ member Ontario Fairs. Their annual convention brings together upwards of 1000 delegates from all across the province and provides members with education, information, and networking opportunities that are meant to improve the operations of the individual agricultural societies. Judi and I look forward to visiting more fairs in the upcoming year.

NOTE ~ *Dunnville* is a picturesque community of 12,000 people located along the Grand River on Highway #3, between the Niagara and Hamilton regions, and less than an hour away from the U. S. border. We are sad to hear the news of *Dunnville Community* recent fire at Rosa Flora, the community's large family owned greenhouse operation with more than 1.6 million square feet of growing space and between 150 to 200 employees.

Please see *Festival Nomad's Report...* on page 3



"Lots to do in the Sugar Bush!"
Buckhorn Maple Sugar Festival



"Learning how to Glass Blow!"
Maple In The County - Prince Edward County



"Lots to see!"
Festival of the Maples - Perth



"Collecting maple syrup!"
Elmira Maple Syrup Festival



"Tapping for maple syrup!"
Elmvale Maple Syrup Festival



"What's happening at 2014?"
IlluminAqua Artist Unveiling - Welland



"What's hopping at the Zoo?"
Spring Toad Festival - Toronto Zoo



"All aboard!"
Lindsay Model Railway Show

Festival Nomad's Report... from page 2

Sadly, about 15 of its 40 acres of property were destroyed, which is roughly 30% of the company's production, estimated damages at "\$10 million plus. It is reported that about 150 people are currently employed with *Rosa Flora* and about 20 and 30 people work in the area damaged by the fire."

We were very concerned about our friends at the *Dunnville Fair*, *Kimberly Clark*, tells us that "*Dunnville is still reeling from the fire but we will pull through*". The *Dunnville Agricultural Society* holds their annual Fair August 16 & 17th this year. It's times like these that "neighbours" and boarding communities may wish to reach out to lend any assistance to their "Agricultural friends". *Kimberly's* and their Fairs positive attitude are a great tribute to the "heart and soul" of the Agricultural communities. We wish them all the best in the recovery for the community!

The Nomad's March/April Event List

It's hard to believe that the spring has new arrived and that Judi and I must choose which events we will visit this year. It's a daunting task, but one that we look forward at the beginning of each year. Hopefully we will meet many of you along the way!

March 2014 (20th to 28th)

March 3 - September 30, 2014 ~ [Bicentennial 1812 Exhibit: Moose, Knife and Fire: The Bloody Assize](#) (Western Corridor 1812, Pathways to Peace, Burlington)

March 21 - 23, 2014 ~ [Maple In The County](#) (Prince Edward County)

March 21 - 23, 2014 ~ [A Taste of Niagara-on-the-Lake](#) (Niagara-on-the-Lake)

March 21 - 23, 2014 ~ [Muskoka Arts & Crafts Spring Show](#) (Bracebridge)

March 22 - 23, 2014 ~ [Junior Beef Expo](#) (Western Fair District, London)

March 22 - 23, 2014 ~ [Buckhorn Maple Syrup Festival](#) (McLean Berry Farm, Buckhorn)

March 22 - 23, 2014 ~ [Speed & Custom Car Show](#) (Western Fair District, London)

March 22 - 23, 2014 ~ [Bronte Creek Maple Syrup Festival](#) (Oakville)

March 22 - 23, 2014 ~ [Fanshawe Maple Syrup Festival](#) (Thorndale)

March 22 - 23, 2014 ~ [Maple Town](#) (Campbellville)

March 22 - 23, 2014 ~ [Springwater Maple Syrup Festival](#) (Aylmer)

March 22 - 23, 2014 ~ [Sugarbush Maple Syrup Festival](#) (Bruce's Mill, Stouffville & Kortright, Woodbridge)

March 22 - 23, 2014 ~ [Women's Lifestyle Show](#) (London)

March 23, 2014 ~ [Maple Syrup Festival](#) (Westfield Heritage Village, Rockton)

March 25, 2014 ~ [Ski Doo Spring Show](#) (Western Fair District, London)

March 26, 2014 ~ [Artist Unveiling for the Season](#) (IlluminAqua, Welland)

Please see *The Nomad's March/April Event List...* on page 4



"Ontario Visited Seminar at the convention."
Ontario Association of Agricultural Societies
Convention



"OAAS Seminar - Promoting Your Fair."
Ontario Association of Agricultural Societies
Convention



"Showcase entertainment."
Ontario Association of Agricultural Societies
Convention



"Ontario Visited Trade Show Booth."
Ontario Association of Agricultural Societies
Convention

The Nomad's March/April Event List... from page 3

March 28 - 30, 2014 - [Newmarket Home & Lifestyle Show](#) (Newmarket)

March 28 - April 13, 2014 - [Countylicious](#) (Bloomfield)

March 29, 2014 - [Marching Through Time History Symposium](#) (Western Corridor 1812, Pathways to Peace, Burlington)

March 29, 2014 - [Forest City Derby Girls](#) (Western Fair District, London)

March 29 - 30, 2014 - [Buckhorn Maple Syrup Festival](#) (McLean Berry Farm, Buckhorn)

March 29 - 30, 2014 - [The National Franchise & Business Opportunities Show](#) (Western Fair District, London)

March 29 - 30, 2014 - [Bronte Creek Maple Syrup Festival](#) (Oakville)

March 29 - 30, 2014 - [Fanshawe Maple Syrup Festival](#) (Thorndale)

March 29 - 30, 2014 - [Maple Town](#) (Campbellville)

March 29 - 30, 2014 - [Springwater Maple Syrup Festival](#) (Aylmer)

March 29 - 30, 2014 - [Sugarbush Maple Syrup Festival](#) (Bruce's Mill, Stouffville & Kortright, Woodbridge)

March 30, 2014 - [Maple Syrup Festival](#) (Westfield Heritage Village, Rockton)

April 2014 (1st - 31st)

April 4 - 6, 2014 - [Home & Country Living Show](#) (Caledonia Fairgrounds, Caledonia)

April 4 - 6, 2014 - [Dinner Theatre](#) (Buckhorn Community Centre)

April 4 - 6, 2014 - [Kingston Home Show](#) (Kingston)

April 4 - October 18, 2014 - [Arms & The Man](#) (Shaw Festival, Niagara-on-the-Lake)

April 5, 2014 - [Quota Club Spring Fling Dance](#) (Midland)

April 5, 2014 - [Elmira Maple Syrup Festival](#) (Elmira)

April 5 - 6, 2014 - [Lindsay & District Model Railway Show](#) (Lindsay)

April 5 - October, 2014 - [Kingston Public Market](#) (Downtown Kingston)

April 6, 2014 - [Spring Sundays](#) (Westfield Heritage Village, Rockton)

April 8 - 21, 2014 - [TIFF Kids International Film Festival](#) (Toronto)

April 9 - 10, 2014 - [London Poultry Show](#) (Western Fair District, London)

April 10 - October 26, 2014 - [Cabaret](#) (Shaw Festival, Niagara-on-the-Lake)

April 11, 2014 - [Community Living Huronia Fashion Show](#) (Midland)

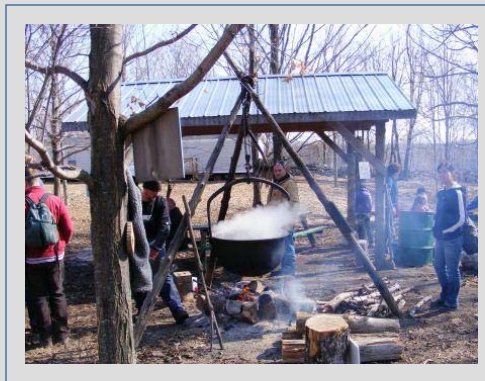
April 11, 2014 - [The Mamas + Chicks Handmade & Local Mom & Baby Show](#) (Oshawa)

Please see *The Nomad's March/April Event List...* on page 5

The Nomad's March/April Event List... from page 4

- April 11 - 12, 2014* ~ [Eat & Drink Norfolk](#) (Norfolk County Fairgrounds, Simcoe)
- April 11 - 13, 2014* ~ [Peterborough Garden Show](#) (Peterborough)
- April 11 - 13, 2014* ~ [Dinner Theatre](#) (Buckhorn Community Centre)
- April 11 - 13, 2014* ~ [London Spring Home & Garden Show](#) (Western Fair District, London)
- April 11 - 13, 2014* ~ [Cottage & Backyard Show](#) (Ottawa)
- April 12, 2014* ~ [Spring Made By Hand Show](#) (Mississauga)
- April 12 - 13, 2014* ~ [Holstein Maplefest](#) (Holstein)
- April 13, 2014* ~ [Spring Sundays](#) (Westfield Heritage Village, Rockton)
- April 18, 2014* ~ [Good Friday](#) (Westfield Heritage Village, Rockton)
- April 18, 2014* ~ [London Arts & Crafts Show and Sale](#) (Western Fair District, London)
- April 18, 2014* ~ [Juke Box Mania](#) (Brockville Rowing Club, Brockville)
- April 19, 2014* ~ [Float Your Fanny Down the Ganny](#) (Port Hope)
- April 19 - 20, 2014* ~ [Delta Maple Syrup Festival](#) (Delta)
- April 19 - May 10, 2014* ~ [Orillia Perch Festival](#) (Orillia)
- April 20, 2014* ~ [Spring Sundays](#) (Westfield Heritage Village, Rockton)
- April 21 - October 12, 2014* ~ [Crazy For You](#) (Stratford Festival, Stratford)
- April 25, 2014* ~ [London Multiple Births Association Canada Spring Sale](#) (Western Fair District, London)
- April 25 - 27, 2014* ~ [Midland Home Show](#) (Midland)
- April 25 - 27, 2014* ~ [Green Living Show](#) (Toronto)
- April 25 - 27, 2014* ~ [In the Soil Arts Festival](#) (St. Catharines)
- April 25 - 27, 2014* ~ [Ontario Welsh Festival](#) (Niagara)
- April 25 - October 11, 2014* ~ [The Charity That Began at Home](#) (Shaw Festival, Niagara-on-the-Lake)
- April 26, 2014* ~ [Clean-up Day at the Village](#) (Fanshawe Pioneer Village, London)
- April 26, 2014* ~ [Elmvale Maple Syrup Festival](#) (Elmvale)
- April 26, 2014* ~ [Festival of the Maples](#) (Perth)
- April 26 - 27, 2014* ~ [Home & Cottage Show](#) (Owen Sound)
- April 27, 2014* ~ [Spring Sundays](#) (Westfield Heritage Village, Rockton)
- April 28 - May 9, 2014* ~ [South Simcoe Arts Council Music Festival](#) (New Tecumseth)
- April 30 - October 12, 2014* ~ Alice Through the Looking-Glass (Stratford Festival, Stratford)

NOTE ~ This is not a complete list of all of Ontario's great festivals and events held in the period mentioned. They do, however represent the ones we have been requested to list. If you know of any festival or event that should or would like to be listed on either our *Ontario Event Calendar* and our *Ontario Event Finder* (search engine) websites, please send their information to us at gary@ontariovisited.ca.



"Boiling the Maple Syrup!"
Buckhorn Maple Sugar Festival



"Learning how to brew beer!"
Maple In The County - Prince Edward County



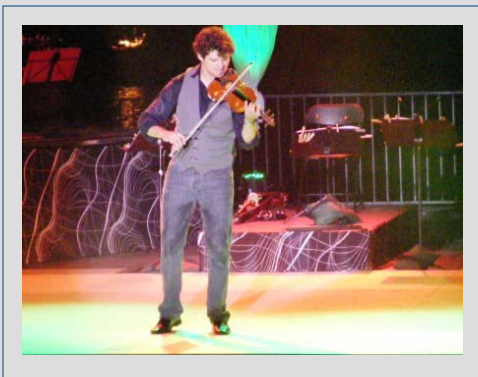
"Square dancing at the Maples!"
Festival of the Maples - Perth



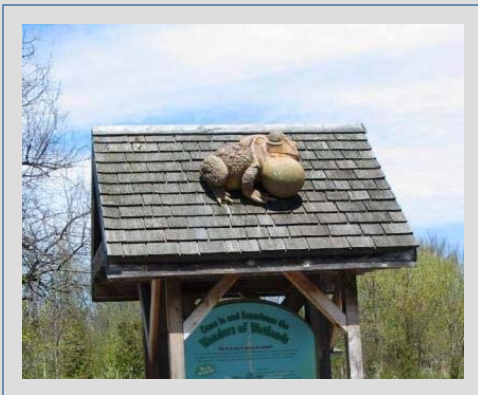
"The Cooking Line!"
Ettmira Maple Syrup Festival



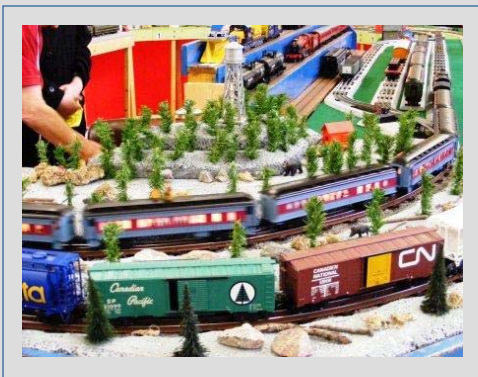
"Starting at the Sugar Shack!"
Elmvale Maple Syrup Festival



"Learning what's new in 2014!"
IlluminAqua Artist Unveiling - Welland



"Hop on the Roof Top!"
Spring Toad Festival - Toronto Zoo



"Traveling around the city!"
Lindsay Model Railway Show

THE INSIDE SCOOP...

By Judi "Scoop" McWilliams, *Ontario Visited*
(Judi has been very busy this year "Scooping" Ontario's festival and event leaders. Here are a few of her "SCOOPS"!)

"Scoop from the Convention"

At this year's *OAAS Convention, Ontario Visited* was pleased to present a Seminar discussing "the benefits and perils of marketing Fairs and Agricultural Societies and their activities". The video interview with *Andy Letham*, Manager, *Lindsay Agricultural Society*, entitled "Changing the future without disrespecting the past". Many attendees approached us the next day at our *Trade Booth*.

It was here we started to learn more about the advancements the *Agricultural Societies* have made. Some have made great advancements in their growth, stability and sustainability. More and more organizations are realizing the importance of creating awareness for not only their annual "Fairs", but their facilities, fairgrounds and annual events.

The *Almonte Fair* shared with us a great idea for a fundraising event they hold each August called "Car Toot Bingo". Here visitors can drive up to the fairgrounds, roll down their windows, get a bingo sheet and play away, "tooting their horn" when they win. What a fun idea! This also provides a chance for the *Society* to sell refreshments and such at the same time. They are maximizing their efforts in creating awareness of their upcoming Fair, Fairgrounds, and activities at the same time as raising money.

It seems that there is still some reluctance to change. Many *Societies* are run by a few key members. They are becoming a bit "worn out", some resentful for being "stuck" with all the work, or the same work they have been doing for a long time. A suggestion for this type of situation may be to offer a different role. Ask these key members what they would be interested in doing, switch up roles. A fresh new outlook and start may be just the rejuvenation that will assist with keeping these key players. Perhaps new members would like to mentor under the leaders in preparation for the transition.

The biggest "Scoop" from the *Convention* ... it was clear that working together, sharing manpower, collaboration between *Societies*, collaborative marketing efforts will ultimately help everyone succeed.

The Key to Success ... Volunteers!

The Key to Volunteers ... Appreciation and Recognition!

Please see *THE INSIDE SCOOP..* on page 7

THE INSIDE SCOOP from page 6

The Key to Success for your Agricultural Society ... Change and Growth!

The Key to Growth ... Awareness!

Without awareness, it will be difficult to succeed. After all, you can't "smell a Fair", you need to get out there and let visitors know about your amazing Agricultural Societies, Fairs, Fairgrounds, Facilities, Events and Activities!

"Peterborough Garden Show ~ Spring Is Coming!"

Come celebrate spring with us! Here is what you will find. The Peterborough Horticultural Society, the Peterborough and Area Master Gardeners, and the Northumberland Master Gardeners invite you to the 2014 Peterborough Garden Show. The 2013 show was a great success with nearly 8000 visitors and 175 booths of vendors and exhibitors all with gardening-related products and services spread over two arenas. Proceeds from the show are used for [scholarships and beautification projects](#).

Show Hours, Location and Admission

The show will take place again in 2014 at the Evinrude Centre, 911 Monaghan Road, Peterborough. The dates and times follow.

Friday, April 11, 5 p.m. - 9 p.m.

Saturday, April 12, 10 a.m. - 6 p.m.

Sunday, April 13, 10 a.m. - 4 p.m.

\$7.00 admission per person (children 12 and under are free). The coat check is free.

You can check our *Ontario Festivals Visited* articles from previous visits to get a "glimpse" of what to expect. The Peterborough Garden Show is a great Spring event!

Winter At The Zoo...

Our "Ultimate" Festival Nomad Correspondent/Photographer, *Ron Clifford*, had the opportunity to tour the Toronto Zoo this "past" winter. We have included a few of his incredible photographs, below. His "Toronto Zoo Winter Tour" article and more photos will be posted on our Ontario Attractions Visited website shortly. Check out Ron's website at www.ronclifford.com/.



"Great booth at the Garden Show!"
Peterborough Garden Show



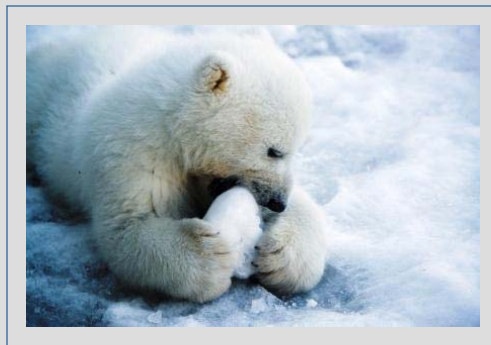
"Having fun at the Zoo!"
Toronto Zoo ~ Winter Tour
Photo By Ron Clifford



"Relaxing at the Zoo!"
Toronto Zoo ~ Winter Tour
Photo By Ron Clifford



"What's under the rock?"
Toronto Zoo ~ Winter Tour
Photo By Ron Clifford

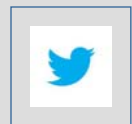


"What is this stuff?"
Toronto Zoo ~ Winter Tour
Photo By Ron Clifford

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